FAX NO. 18013281707

P. 02/13

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PATENT APPLICATION Docket: 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of Phillip Y. Goldman, et al.) Art Unit 09/264,432 Serial No.:) 2614 March 8, 1999 Filed: 3073 Confirmation No.: SYSTEM AND METHOD OF INSERTING For: ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY Scott E. Belivcau Examiner: 022913 Customer No.:

CERTIFICATE OF FACSIMILE TRANSMISSION

Commissioner for Palents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office to phone no. (703) 872-9314 (Formal Fax No.) on the date shown below.

- Transmittal Letter (2 pages)
- Amendment."D" (9 pages)

Dated this 14 day of October 2003.

Respectfully submitted,

KICK D. NYDEGGER Registration No. 28,651 JENS C. JENKINS Registration No. 44,803

Attorneys for Applicant

Customer No. 022913

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PATENT APPLICATION
Docket No: 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:		· •
	Phillip Y. Goldman, et al.) }
Serial No:	09/264,432) Art Unit) 2614
Filed:	March 8, 1999))
Confirmation No.:	3073) }
For:	SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY)))
Examiner:	Scott E. Beliveau)
Customer No.:	022913)

Mail Stop AMENDMENT -- NO FEE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment for entry in the above-identified application.

X No additional fee is required.



The fee has been calculated as follows.

			SMALL ENTITY		LARGE ENTITY	
		RATE	ADDT'L FEE	RATE	ADDT'L FEE	
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- X The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.
 - X Any filing fees under 37 CFR 1.16 for the presentation of extra claims.
 - X Any patent application processing fees under 37 CFR 1.17.
 - $\frac{X}{A}$ Any fees for filing a terminal disclaimer under 37 CFR §§ 1.321(c) and 1.20(d).

Dated this 14 day of October 2003.

Respectfully submitted,

RICK D. NYDEGGER Registration No. 28,651 JENS C. JENKINS Registration No. 44,803

Attorneys for Applicant

Customer No. 022913

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P. 05/13

Application No. 09/264,432 Amendment "O" dated October 15, 2003 Reply to Office Action of July 18, 2003

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PATENT APPLICATION Docket No. 14531.46

) Art Unit

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Phillip Y. Goldman, ct al.

Scrial No.:

09/264,432

March 8, 1999

Conf. No.:

3073

For:

Filed:

SYSTEM AND METHOD OF INSERTING

ADVERTISEMENTS INTO AN INFORMATION

RETRIEVAL SYSTEM DISPLAY

Examiner:

Scott E. Beliveau

Customer No.:

022913

AMENDMENT "D"

Mail Stop AMENDMENT -NO FEE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

OFFICIAL

Dear Sir:

In response to the Office action of July 18, 2003 (paper no. 19), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.